

DTSG Brand Safety Certificate



GumGum UK Limited
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 138 Holborn
 London
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<http://www.gumgum.com>

Business/Brands Certified:

GumGum

Service provided:

Reseller

Month of verification:

June 2020

Good Practice Principles

How GumGum complies

1 The Buyers and sellers of digital display advertising shall ensure that the transaction is one pursuant to either (a) a Primary Agreement or (b) the specific terms and policies within an agreed or signed contract.

GumGum's buyers have agreed Insertion Orders which reference applicable Terms and Conditions for digital display advertising. GumGum's own Insertion Orders reference the Standard IAB Terms and Conditions which are available here: https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf. GumGum also has signed agreements with individual Publishers.

2 A Primary Agreement, or the specific terms and policies within an agreement or signed contract, should include the Buyers' and Sellers' intention as to where the advertising should (or should not) appear.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

CV tool (A): DoubleVerify (not certified to JICWEBS standards)

- Configuration of CV tool: can be configured as to several different criteria
- Business implementation: Options for adjustment of placements do exist
- Monitoring and reporting: Detailed campaign reporting available
- Consequences of dysfunction/ misuse: Own internal policies are used to describe the processes in case of malfunctions

Appropriate/ Inappropriate Schedules (B):

GumGum only uses an appropriate schedule of vetted publishers on its advertising network. Within this network, buyers specify targeting instructions on Insertion Orders. GumGum has an inappropriate schedule (blacklist) that is run across all of its campaigns. Buyers can also include GumGum their own blacklist to run against their campaigns.

All campaigns on GumGum's platform are run with a combination of 3rd party verification like DoubleVerify and the company's own internal content verification.

Good Practice Principles

How GumGum complies

Regarding its own technology, GumGum has two main mechanisms for managing content verification. The first is an anti-keyword system that manages a list of keywords that are auto-triggered to block an ad from delivering on a website. This list is managed internally and contains over 1000. The second system GumGum has is Verity, a proprietary targeting and brand safety solution. Verity is GumGum's contextual intelligence technology that enables cookieless targeting and brand safety. Its machine learning allows an advertiser to understand each web page like a human would. Verity is used on all GumGum campaigns, to comprehend text using natural language processing and imagery using computer vision, with the intention of blocking unsafe pages and serving ads on the most relevant pages across the web.

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Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.

Sellers are required to adhere to the GumGum Terms of Service for all publishers, which require a member to make reasonable efforts to ensure that all inventory made available for sale is compliant with any applicable policies. This is covered in publisher restrictions section (i. e. Section 2) of their terms and conditions.

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Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

GumGum's Brand Safety Policy outlines the processes to minimize the risk of ad misplacement.

In summary, these processes are as follows:

1. GumGum has carried out site vetting on all publishers within their network.
2. GumGum's own proprietary brand safety technology, Verity, is run on all campaigns. Verity is GumGum's contextual intelligence technology that enables cookieless targeting and brand safety. Its machine learning allows an understanding of each web page like a human would. Verity is used on all GumGum campaigns, to comprehend text using natural language processing and imagery using computer vision, with the intention of blocking unsafe pages and serving ads on the most relevant pages across the web.
3. GumGum runs all campaigns with either DoubleVerify or IAS.
4. GumGum runs a global blacklist that contains negative words, which serves to minimize the risk of ads being served on sites where those words appear.
5. All Publishers must adhere to the Publisher Guidelines which can be found on the GumGum website:

<https://gumgum.com/terms-of-use>

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Both Buyers and Sellers should understand any contractual consequences should they fail to monitor this process and respond appropriately to ad misplacement via take down.

The signatory's take down policy and procedures must be in place, clearly defined and communicated to each customer, including timeframes for take down of misplaced ads.

GumGum's takedown policy is included in their Brand Safety Policy on their website (see <http://insights.gumgum.com/brand-safety-guidelines>). It states:

"GumGum is committed to providing quality inventory. If a client raises written concern about a website to their designated account manager, we will review all reporting for that domain and remove the client's ad within 48 business hours. The consequences of any ad misplacement will be agreed upon on a case by case basis with the buyer."

Good Practice Principles	How GumGum complies
	<p>In addition to being on their website, GumGum also explain this to clients when they discuss their platform's brand safety experience. In the event that an issue arises, GumGum take proactive measures to block the entire website in question even before they evaluate the legitimacy of the issue. A ticket is then created for BI team to investigate the issue and scope of the problem in order to determine if GumGum thinks there was a failing in their stack of tools, how that happened, and the scope (i.e., the number of impressions) that were subject to the issue. GumGum then communicates their findings back to the client within 48 hours along with a suggested remedy to the situation.</p>

<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>GumGum has an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure. Responsible Officer is involved in every step of resolving the complaint.</p>
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<p>7 Are there any other brand safety measures which you undertake which you might want to inform the market about, for which documentation can be provided, and which can be independently verified or audited?</p>	<p>N/A</p>
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Statement of verification provider:

Experts from ePrivacy have reviewed the material, documentation and responses on the JICWEBS DTSG Brand Safety criteria, which were evaluated. The enquiries have been designed to substantiate the material, documentation and responses and independently confirm that the brand safety policies stated are designed to fulfil the JICWEBS DTSG Brand Safety criteria, are operationally in place and well documented where required. In our opinion, the implementation of JICWEBS DTSG Brand Safety criteria are fairly implemented and reflect the required brand safety criteria. ePrivacy did not test the compliance with the processes and procedures in practice.

JICWEBS Standard:



Verified by:



Address:

ePrivacy GmbH
 Große Bleichen 21
 20354 Hamburg
 Germany

About JICWEBS

JICWEBS (Joint Industry Committee for Web Standards) defines best practice and standards for digital ad trading in the UK and our mission is to deliver recognized trust and transparency to the market. JICWEBS is made up of the following trade bodies: Association of Online Publishers (AOP), Internet Advertising Bureau (IAB) UK, ISBA – the voice of British advertisers – and the Institute of Practitioners in Advertising (IPA).

About Digital Trading Standards Group (DTSG)

The Digital Trading Standards (DTSG) is an UK industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. The DTSG is comprised of representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply from side platforms and publishers.